

## **MARKETING AND MANAGEMENT II - ADVANCED STRATEGIES**

**Marketing and management emphasizes marketing concepts and management functions performed by professionals. Students will examine challenges, responsibilities, and risks managers face in today's workplace. Marketing and Management II –Advanced Strategies emphasizes the development of decision-making skills so that students understand the impact of management-oriented challenges. Subject matter includes finance, entrepreneurship, risk management, marketing information systems, purchasing, human resource skills, and leadership development. Communication, interpersonal and mathematics skills are reinforced in this course.**

**Recommended Pre-requisite:** One marketing credit in a core course\*

**Recommended Credits:** 1/2 – 3\*

**Recommended Grade Levels:** 11<sup>th</sup>, 12<sup>th</sup>

**\*Note 1: Core courses: Marketing and Management I – Principles; Services Marketing; Retail Operations; Wholesale Operations; Financial Services Marketing**

**\*Note 2: Standards to be completed for ½ credit are identified with one asterisk (\*). Additional standards to be completed for 1 credit are identified with two asterisks (\*\*). A paid, credit-generating work-based learning component is recommended for advanced students for up to 2 additional credits. This standard is identified by three asterisks (\*\*\*)**



## **Marketing and Management II - Advanced Strategies**

### **\*STANDARD 1.0**

The student will evaluate the role of management.

### **\*STANDARD 2.0**

The student will examine the role of entrepreneurship in a global society.

### **\*STANDARD 3.0**

The student will analyze the financial concepts relevant to marketing management and entrepreneurship.

### **\*\*STANDARD 4.0**

The student will assess the role of risk management in marketing.

### **\*\*STANDARD 5.0**

The student will examine the concepts of marketing information management.

### **\*\*STANDARD 6.0**

The student will analyze the nature and scope of purchasing in marketing management.

### **\*\*STANDARD 7.0**

The student will employ human resource skills used by a marketing manager/entrepreneur.

### **\*STANDARD 8.0**

The student will apply organizational and leadership skills.

### **\*\*\*STANDARD 9.0**

The student will analyze how marketing and management II – advanced strategies principles are applied in a specific work-based learning experience.

### **\*STANDARD 10.0**

The student will apply and relate other academic subject matter to the area of marketing and management.

## **Marketing and Management II - Advanced Strategies**

**COURSE DESCRIPTION:** This course is a study of marketing concepts and principles used in management. Students will examine challenges, responsibilities and risks managers face in today's workplace. Subject matter includes finance, entrepreneurship, risk management, marketing information systems, purchasing, human resource skills, and leadership development.

### **STANDARD 1.0**

The student will evaluate the role of management.

#### **LEARNING EXPECTATIONS**

The student will:

- 1.1 Distinguish the functions of management.
- 1.2 Examine the levels of management.
- 1.3 Analyze the various management styles.

#### **PERFORMANCE STANDARDS: EVIDENCE STANDARD IS MET**

The student:

- 1.1 Analyzes the planning, organizing, directing, and controlling functions of management.
- 1.2 Differentiates between the roles and responsibilities of various management levels.
- 1.3 Compares and contrasts the various management styles.

#### **INTEGRATION/LINKAGES**

SCANS, National Marketing Education Standards, Marketing Education Advisory Committee, Chamber Partnerships, Language Arts, Speech, Mathematics, Business Communications

#### **SAMPLE PERFORMANCE TASKS**

- Construct an organizational chart for a local business.
- Role-play an employee-manager situation.

### **STANDARD 2.0**

The student will examine the role of entrepreneurship in a global society.

#### **LEARNING EXPECTATIONS**

The student will:

- 2.1 Examine the characteristics of successful entrepreneurs and their contributions to our economy.
- 2.2 Analyze the forms of business ownership/organization and their legal formation.
- 2.3 Appraise the importance and purpose of a business plan.

#### **PERFORMANCE STANDARDS: EVIDENCE STANDARD IS MET**

The student:

- 2.1 Assesses skills and characteristics related to entrepreneurship.
- 2.2 Compares and contrasts the advantages and disadvantages of the types of business ownership.

2.3 Examines the components of a business plan.

#### INTEGRATION/LINKAGES

SCANS, National Marketing Education Standards, Marketing Education Advisory Committee, Chamber Partnerships, Language Arts, Speech, Mathematics, Business Communications

#### SAMPLE PERFORMANCE TASKS

- Write a report on entrepreneurship.
- Create a business plan.

#### **STANDARD 3.0**

The student will analyze the financial concepts relevant to marketing management and entrepreneurship.

#### LEARNING EXPECTATIONS

The student will:

- 3.1 Examine the role of financing.
- 3.2 Appraise the importance of capital funding for a business.
- 3.3 Distinguish the various financial documents for business operations.

#### PERFORMANCE STANDARDS: EVIDENCE STANDARD IS MET

The student:

- 3.1 Assesses the value of proper financial planning.
- 3.2 Examines the start-up costs for a business.
- 3.3 Prepares the various financial documents used in financial management.

#### INTEGRATION/LINKAGES

SCANS, National Marketing Education Standards, Marketing Education Advisory Committee, Chamber Partnerships, Language Arts, Speech, Mathematics, Business Communications

#### SAMPLE PERFORMANCE TASKS

- Prepare an income statement.
- Prepare a balance sheet.

#### **STANDARD 4.0**

The student will assess the role of risk management in marketing.

#### LEARNING EXPECTATIONS

The student will:

- 4.1 Analyze the nature of risk management.
- 4.2 Categorize the types of business risks.
- 4.3 Appraise strategies for reducing business risks.

## PERFORMANCE STANDARDS: EVIDENCE STANDARD IS MET

The student:

- 4.1 Inspects the ways businesses will use risk management in daily operations.
- 4.2 Compares and contrasts the various types of business risks.
- 4.3 Selects appropriate methods for reducing risks.

## INTEGRATION/LINKAGES

SCANS, National Marketing Education Standards, Marketing Education Advisory Committee, Chamber Partnerships, Language Arts, Speech, Mathematics, Business Communications

## SAMPLE PERFORMANCE TASKS

- Acquire insurance rates from a local company.
- Given a case study, analyze the different types of business risks.

## **STANDARD 5.0**

The student will examine the concepts of marketing information management.

## LEARNING EXPECTATIONS

The student will:

- 5.1 Evaluate the need for marketing information.
- 5.2 Analyze the environments in which businesses conduct research.
- 5.3 Experiment with procedures for gathering marketing information, using technology.

## PERFORMANCE STANDARDS: EVIDENCE STANDARD IS MET

The student:

- 5.1 Relates marketing research as inquiry to solving problems.
- 5.2 Compares and contrasts how marketing research is conducted for a marketing mix.
- 5.3 Distinguishes between primary and secondary research.

## INTEGRATION/LINKAGES

SCANS, National Marketing Education Standards, Marketing Education Advisory Committee, Chamber Partnerships, Language Arts, Speech, Mathematics, Business Communications

## SAMPLE PERFORMANCE TASKS

- Design and implement a research project.
- Utilize technology in designing and implementing a research tool.

## **STANDARD 6.0**

The student will analyze the nature and scope of purchasing in marketing management.

## LEARNING EXPECTATIONS

The student will:

- 6.1 Assess the importance of the purchasing decisions.
- 6.2 Solve purchasing and stock calculations.
- 6.3 Examine the necessity of a purchasing plan.

#### PERFORMANCE STANDARDS: EVIDENCE STANDARD IS MET

The student:

- 6.1 Analyzes the steps in the buying process.
- 6.2 Calculates relevant operations involved in purchasing decisions.
- 6.3 Inspects the components of purchasing plan.

#### INTEGRATION/LINKAGES

SCANS, National Marketing Education Standards, Marketing Education Advisory Committee, Chamber Partnerships, Language Arts, Speech, Mathematics, Business Communications

#### SAMPLE PERFORMANCE TASKS

- Calculate shipping costs.
- Create an invoice and a purchase order.

#### **STANDARD 7.0**

The student will employ human resource skills used by a marketing manager/entrepreneur.

#### LEARNING EXPECTATIONS

The student will:

- 7.1 Analyze the responsibilities of marketing managers/entrepreneurs.
- 7.2 Compare and contrast the components of managerial communication.
- 7.3 Assess proper interpersonal skills necessary in marketing management/entrepreneurship.

#### PERFORMANCE STANDARDS: EVIDENCE STANDARD IS MET

The student:

- 7.1 Examines managerial procedures necessary for business operation.
- 7.2 Relates communication procedures to the success of a business operation.
- 7.3 Categorizes interpersonal skills specific to managing employees.

#### INTEGRATION/LINKAGES

SCANS, National Marketing Education Standards, Marketing Education Advisory Committee, Chamber Partnerships, Language Arts, Speech, Mathematics, Business Communications

#### SAMPLE PERFORMANCE TASKS

- Prepare a report on sexual harassment in the workplace.
- Compose a business letter.

#### **STANDARD 8.0**

The student will apply organizational and leadership skills.

## LEARNING EXPECTATIONS

The student will:

- 8.1 Demonstrate a knowledge of DECA.
- 8.2 Utilize critical thinking in decision-making situations.
- 8.3 Identify and develop personal characteristics needed in leadership situations.

## PERFORMANCE STANDARDS: EVIDENCE STANDARD IS MET

The student:

- 8.1 Relates his/her knowledge of DECA through a written or an oral evaluation.
- 8.2 Solves problems utilizing role-play, team decision-making, and DECA projects.
- 8.3 Accepts task/project responsibilities in the class or DECA activities.

## INTEGRATION/LINKAGES

SCANS, National Marketing Education Standards, Marketing Education Advisory Committee, Chamber Partnerships, Language Arts, Speech, Mathematics, Business Communications

## SAMPLE PERFORMANCE TASKS

- Join and participate in DECA.
- Attend a leadership conference.
- Chair a committee.
- Organize a DECA project.

## **STANDARD 9.0**

The student will analyze how marketing and management II – advanced strategies principles are applied in a specific work-based learning experience.

## LEARNING EXPECTATIONS

The student will:

- 9.1 Apply principles of marketing and management to a work-based situation.
- 9.2 Integrate time management principles in organizing his/her schedule to include school, work, social, and other activities.
- 9.3 Evaluate and apply principles of ethics as they relate to the work-based experience.
- 9.4 Employ the principles of safety to the work-based experience.

## PERFORMANCE STANDARDS: EVIDENCE STANDARD IS MET

The student:

- 9.1 Scores average or above on the employer performance evaluation.
- 9.2 Designs a plan to include his/her schedule of activities.
- 9.3 Records and assesses workplace events based on their ethical implications.
- 9.4a Makes a passing score on a class-based or work-based safety evaluation.
- 9.4b Applies safety rules and regulations to the work site.

## INTEGRATION/LINKAGES



SCANS, National Marketing Education Standards, Marketing Education Advisory Committee, Chamber Partnerships, Language Arts, Speech, Mathematics, Business Communications

### **SAMPLE PERFORMANCE TASKS**

- Compose and maintain a journal that includes general work site experiences, time management planning, and evaluation of ethical behavior.
- Create a training manual for a new employee outlining the safety considerations for the job.
- Keep a report of wages and hours on the job.

### **STANDARD 10.0**

The student will apply and relate other academic subject matter to the area of marketing and management.

### **LEARNING EXPECTATIONS**

The student will:

#### **Language and Fine Arts**

- 10.1 Generate original ideas, based on prices, knowledge and research.
- 10.2 Utilize proper grammar through business interactions.
- 10.3 Create promotional works of art (ex., advertisement).
- 10.4 Evaluate diversity in domestic and international markets.

#### **Mathematics**

- 10.5 Utilize math formulas in basic marketing calculations.
- 10.6 Assess the use of mathematical/accounting principles in marketing and management.
- 10.7 Utilize graphs to illustrate quantitative data.
- 10.8 Analyze components of a financial plan.
- 10.9 Compare and contrast international exchange rates.

#### **Science**

- 10.10 Discuss resources available (natural).
- 10.11 Examine social responsibility in business.
- 10.12 Evaluate environmental laws.

#### **Social Studies**

- 10.13 Explore buying motives of consumers.
- 10.14 Analyze vital statistics of a population (demographic, geographic, psychographic).
- 10.15 Analyze product/business from a historical perspective.

### **PERFORMANCE STANDARDS: EVIDENCE STANDARD IS MET**

The student:

#### **Language and Fine Arts**

- 10.1 Prepares a written/oral report and business letters: DECA project work (research).
- 10.2 Measures the effectiveness of a marketing campaign by analyzing sales history (in a graph).
- 10.3 Evaluates a company's social responsibility through analyzing advertisements.

10.4 Compares emotional and rational motives (based on product and target market).

### **Mathematics**

10.5 Calculates math problems related to marketing management.

10.6 Evaluates the components of a five-year business plan.

10.7 Assembles and interprets data from marketing research.

10.8 Creates a financial plan.

10.9 Calculates exchange rates.

### **Science**

10.10 Appraises the use of natural resources in business.

10.11 Debates social responsibility of business.

10.12 Assesses the impact of environmental laws on business.

### **Social Studies**

10.13 Analyzes social trends in buying.

10.14 Inspects trends of local communities' vital statistics.

10.15 Assesses the historical significance of a business/product on society.

### **INTEGRATION/LINKAGES**

Language Arts, Sociology, Psychology, Government, Vocational Student Organization, Marketing Education Standards, Industry Standards, SCANS, Keyboarding

### **SAMPLE PERFORMANCE TASKS**

- Compose a business letter.
- Develop and implement a demographic study.
- Design a five-year business plan.
- Organize a recycling project.

## SUGGESTED RESOURCES

### SCANS

Community Employers

English, Math, and Science Teachers

*Marketing Essentials*; Glencoe

*Marketing Practices and Principles*; Glencoe

*Marketing Foundations and Functions*; Southwestern

MarkEd Laps

National Standards for Marketing Education

Local Business Manager

*Business Principles and Management*; Southwestern

*Entrepreneurship: Ideas in Action*; Southwestern

Local Entrepreneurs

Local Accountants

Local Financial Institutions

Local Insurance Agent

Marketing Research Firm

Local Retailer, Wholesaler, Distributor

Local Human Resource Manager

National DECA

DECA Guide

Tennessee Marketing and DECA Operations Guide

MarkEd – Marketing Education Resource Center

Area Chamber Partnerships

Vocational Advisory Committees